

Introduction , Mission and Vision

Introduction:

Al Noor Veterinary Medicines Trading Company is a medicine trading startup company in the UAE that specialises on veterinary medicines, feed additives and surgical equipment. Partnering and collaborating with Indian manufacturers, the company brings topmost quality products which are essential in the middle eastern countries.

Mission: Enhance animal health and well-being by providing quality veterinary medicines and equipment. Committed to delivering innovative solutions and exceptional customer service to veterinary professionals, farmers and pet owners across the UAE, ensuring the health and vitality of animals in care.

Vision: To become the leading and most trusted supplier of veterinary products in the UAE, known for our comprehensive range, exceptional quality and commitment to advancing animal healthcare through innovation and education.

ABOUT THE PROJECT

- The aim of the project was to find out about the veterinary requirements in the UAE market and supply the essential medicines, feed additives and equipment needed.
- Along with this, management of the imports and logistics was also studied and organised
- Helped with the maintain of day to day files and records for the accounts department
- Suggestions on the designing and labelling of products
- Veterinary pharmacy visit
- Animal farm visit



Strengths

- Strategic location: Dubai's proximity to major markets and its position as a hub for trading in other countries
- Strong financial position enabling investments in growth and expansion.
- Experienced team: Knowledgeable staff with expertise in veterinary medicine and trade.

Weakness

- Dependence on Imports: Vulnerability to global supply chain disruptions and trade restrictions.
- High overheads cost of Dubai
- Competition from established players in the market
- Regulatory challenges

Opportunities

- Growing demand: Increased pet owners and clinics and animal health awareness
- Potential to enter nearby countries
- Diversification like food products
- Digitalisation

Threat

- Competition from established players
- Regulatory changes
- Manufacturing of copy products
- Supply chain disruptions: Global supply chain issues affecting availability and pricing of products.

USEFULLNESS OF INTERNSHIP

- Exposure to the veterinary market of UAE
- Exposure to the industries of a different country
- Self growth and development
- Skill development
- Motivation

LEARNING AND VALUE ADDITION

- Market research and analysis
- Understanding Customer Behaviour
- Learning the different market strategies
- Team work
- Communication skills

CHALLENGES FACED IN INTERNSHIP

- Time management
- Facing rejections
- Supply chain management
- Negotiations

DIFFERNECE BETWEEN PRACTICAL AND THEORY

- Understanding market behaviour
- Understanding customer needs
- Problem solving
- Strategic planning